How are you today - and why?
Correlations between self ratings
on well-being and aspects of everyday life

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How are you today? The question was asked on a website by the artist Erik Krikortz, and the answers were displayed as a light show on a building complex in central Stockholm. In this thesis more than 20000 people have rated their subjective well-being on their own chosen occasions, on a seven graded scale of smileys in different colours. Results from November 2007 were analysed. The most frequently chosen colour was yellow, symbolising slightly better moods than average. Comparing means between days of the week showed that people feel the best on Sundays and are least happy on Tuesdays. Posthoc tests indicated significant dips in well-being on two days of the month. After answering the main question participants could also choose to rate their subjective experience of how well their sleep, family and friends, physical activity, stress levels and inspiration had been that day. The variables with the highest correlation with well-being were found to be “inspiration” and “family and friends”. Lowest were correlations for “sleep” and “physical activity”. The last variable was blank, for people to fill out for themselves and rate. The most frequently used word here was by far “love”, followed by “work” and “weather”. Summing up the results it seems social activities means most for the subjective well-being.

Key words: well-being, happiness, everyday life.

We are all striving towards it, the good life, happiness, well-being, a well lived life, fulfilment. But what is it that makes us feel good? Is happiness about consumption, love or religion? Will we find happiness searching for it or is it a by-product of the striving for other goals? The fields of psychology and philosophy are close related in the quest to understand the nature of happiness. Happiness can be researched with a deductive perspective, like has been done by philosophers and other thinkers throughout times. It can also be researched from an inductive point of view like in this thesis.

The thesis presents an art project where people have rated their subjective over all well-being and how well certain areas of life have worked for them recently. Before presenting the project I will give a literature background on the concepts of happiness and well-being.

Since Aristoteles’ time people have discussed what happiness consists of and how to reach it. In the last two decades research about happiness and well-being has skyrocketed, but still the amount of scientific reports about the negative aspects of our lives by far outweigh the reports concerning what constitutes the upsides. The first step in a study of happiness would be to define the question, i.e. to specify what one means with the term happiness. Recent studies about the positive aspects of life range from defining what factors generates joy and keeps

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1 Warmest thanks to Henry Montgomery, Erik Krikortz, Johan Franzén
What is happiness?
Established concepts concerning happiness studies include psychological well-being, subjective well-being, meaning in life, on-line emotions, memories of emotions, satisfaction with life, positive affect, negative affect, affect balance, hedonic happiness, eudaimonic happiness.

According to Argyle (2002) joy can be said to be the emotional part of happiness, i.e. positive affect, and satisfaction the subjective cognitive part. It is typically found that there are low correlations between objective features of individuals’ lives and their own ratings of there satisfaction, i.e. subjective well-being, whether measured over all or for specific areas of life. For example, income has a very low correlation with satisfaction and people with severe injuries have been found to report high on satisfaction and happiness scales (Diener, 1999).

Satisfaction is largely determined by comparison with earlier experiences, other people or expectations, and by emotional state and adaptation to both positive and negative situations.

Aristotle defined eudaimonia as the highest of all goods achievable by human action, and this was translated by utilitarian philosophers in the 19th century to mean happiness (Ryff & Singer, 2006). Aristotle was more concerned with the question what would constitute a well lived life, than to discern the nature of human well-being. Eudaimonia, or eudaimonic happiness, can in this aspect be read as “achievement of the best that is within us”.

Subjective well-being (SWB) has been gauged in many different ways (Kim-Prieto, Diener, Mamir, Scollon & Diener, 2005). Traditionally there have been three main methods of measuring SWB - measuring on-line emotions or current mood, memories of past emotions and cognitive evaluation of one’s life situation (Kim-Prieto et al, 2005). Correlations have been found to be positive, but small to moderate between these different measures of SWB (Balatsky & Diener, 1993; Wirtz et al., 2004). The moderate correlations may be attributed to different measurement errors in each method (Diener & Fujita, 1995). Sandvik, Diener and Seidtitz (1993) found one single factor underlying self-reported and non self-reported SWB, and then by using all the different methods one can get around the method specific errors. Another explanation to the moderate correlations may be that the different methods tap different constructs. This explanation implicates that mood, emotions and long-term cognitive
appraisal of life situation each capture different aspects of the respondents’ subjective experience (Kim-Prieto et al. 2005).

**What is so important about happiness?**
According to Fredricksson (1998) the general explanation for negative emotions is that they motivate survival actions such as fight or flight. Fredricksson suggests that feelings of love, joy and interest lead to biological benefits of building physical, intellectual or social resources through play and exploring and strengthening social bonds.

It may seem obvious why we need to study what makes us feel good. Researchers have noted correlations between well-being and many social constructs such as values, coping strategies, self-enhancing cognitions and identity status (Ryff & Singer, 2006). Our evaluation of our lives as well as the balance between positive and negative in our emotions may also affect our physical health.

"We are on our way towards a sounder, more peaceful, more generous and thereby happier world” according to Bosse Angelöw in an article in Dagens Nyheter (081008). Angelöw refers to the facts that the amount of armed conflicts has been reduced by 40 percent over the last two decades, life expectancy among Swedes has never been higher and we give more to charity than before.

The author’s own reflection regarding the importance of happiness is that people who feel good have more energy to help others to feel good, to care about our environment, to be creative, and are more likely to develop their full potentials, that according to Aristotle is our highest purpose, the meaning of life.

**Areas in life affecting well-being**
Few studies have found statistically significant differences between genders in general SWB according to Daukantaite (2006). Some results points out that existing gender differences in emotional experience and expressiveness are due to different social expectations on male and female behaviour (Grossman & Wood, 1993). Daukantaite continues by pointing out that “the most consistent and robust finding in research of SWB is the importance of temperament and personality for SWB” (DeNeve & Cooper, 1998). The personality traits most strongly associated with well-being are extraversion, neuroticism, optimism and self-esteem (p 11, Daukantaite, 2006). Some researchers even argue that correlations are so strong that the traits extraversion and neuroticism ought to be relabelled positive affectivity and negative affectivity respectively.

It is possible that evaluating specific life domains engages other cognitive processes than evaluating over all life satisfaction (Schwarz & Strack, 1999). Some of the specific life domains with effects on life satisfaction that have been studied earlier are romantic relationships, career, physical appearance and health. Judgements on global life satisfaction tend to rely on chronically salient information combined with information recently primed by situational factors (Kim-Prieto et al, 2005). What information is chronically salient is individual and somewhat stable over time. Sandvik et al. (1993) found one underlying factor behind self-reported and non self-reported SWB.

Griffin (2007) examined another value in the discussion of happiness. Griffin distinguished between desirable and valuable meaning that a man can be subjectively happy and counting grass straws on a lawn, but this is not a meaningful life, not valuable. On the other hand a man
can die young in a war, and have lived a valuable life even though it was short. Other researchers have done the same reflexion. For example, Ryff’s (e.g., 1989) theory of psychological well-being (PWB) asserts that the attainment of wellbeing involves purpose in life, meaningful relationships, self acceptance, autonomy, environmental mastery, and personal growth. In contrast, SWB research measures well-being as each individual’s global perceptions of an abundance of life satisfaction and positive affect and absence of negative affect (see Diener, 2000). Meaning in life, which is the extent to which people experience their lives as comprehensible and full of meaning and purpose, is representative of PWB, and life satisfaction, which is the extent to which people have positive cognitive evaluations about their lives as a whole, is representative of SWB (Lent, 2004).

Subjective well-being can be predicted from culture, social relations, self narratives, goals, personality and psychological needs argue Sheldon and Hoon (2006), based on a cross cultural study including Americans and Singaporeans. Ryff and Singer (2006) define theory-guided dimension of well-being as self-acceptance, positive relations with others, personal growth, purpose in life, environmental mastery and autonomy. Also more concrete and specific events and shifts in our daily lives like weather affect our mood, and thereby also our subjective well-being (Kim-Prieto et al, 2005). The present study aims to find what factors in daily life affects our well-being.

Sleep
Sleep affects and is affected by moods. People who suffer from prolonged sleeping disorders are those who react most negatively to being tired, get ill and feel their moods be negatively affected, said Susanna Jernelöv, Swedish psychologist in a series of articles about what was called the new national disease (Jernelöv, 2007).

Family and friends
In many cultures the second question in a conversation, after “How are you?” is “How is your family?” (author’s own note), especially in cultures more focused on the collective than the individual. Devine, Camfield and Gough (2006) conclude in their article about autonomy versus dependence in a collective culture that no autonomy can be reached without a social context and vice versa. Ryan et al (2006) claim that eudaimonic happiness, as an opposite to hedonic happiness, is enhancing and enhanced by social relations. According to Veenhoven (1994) having frequent contact with friends as well as having sex is shown to have a strong correlation with happiness (Argyle, 2002).

Levels of stress
A scientific explanation of stress as a phenomenon would regard the non-specific response of the body to any demand placed upon it (Weiting, Diener, Aurora & Harter, 2008). In general speech we usually put in connotations of negative affect due to not being able to cope with demands because of lack of resources. Resources in these cases may be time, money, social support. This said, stress would be a definition of negative impact on our subjectiv well-being.

Levels of inspiration
By engaging in meaningful endeavors and actualizing ones potential a person reaches the hallmarks of eudaimonia, and will typically experience happiness and pleasure. Consequences of the endeavors might well be hedonic pleasures, but living only according to ones longing for hedonic pleasures can lead to a life of shallow values, greed or exploitation of others.
Therefore inspiration to live a fully functioning life must be a great predictor of well-being.

**Physical activity**

Sports and exercise is a powerful way of inducing positive moods, and it is commonly used as a mood control under experimental conditions (Argyle, 2002). Longitudinal studies have shown that exercise reduces anxiety and depression as well as increases self-esteem and improves body image.

According to earlier studies the areas with highest relationship with the overall well-being would be expected to be physical activities and family and friends, since social engagements and physical activity seem to be the easiest ways of enhancing mood and thereby also indirectly satisfaction with life. Cummins (1998) found that most studies have reported an average level of satisfaction corresponding to 70 percent of the scale maximum. Longer scales, with more items, tend to get results closer to the middle of the scale, potentially reflecting reality better. Alfonso (1996) Extended Satisfaction With Life Scale for American student sample page 41 of Argyle shows correlations with general life satisfaction.

Table 1. Correlations between some factors and life satisfaction (GLS) in a study by Alfonso (1996)

<table>
<thead>
<tr>
<th>Area in life</th>
<th>correlation with GLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social</td>
<td>0.62</td>
</tr>
<tr>
<td>Sex</td>
<td>0.43</td>
</tr>
<tr>
<td>Self</td>
<td>0.63</td>
</tr>
<tr>
<td>Family</td>
<td>0.41</td>
</tr>
<tr>
<td>Relationships</td>
<td>0.39</td>
</tr>
<tr>
<td>Work</td>
<td>0.38</td>
</tr>
<tr>
<td>Physical</td>
<td>0.35</td>
</tr>
<tr>
<td>School</td>
<td>0.28</td>
</tr>
</tbody>
</table>

**Aim of the study**

A general aim of the study, as well as the art project, was to put focus and thoughts on what ‘keeps us going’, what makes our lives valuable, and to inspire to a higher degree of appreciation of these things. A more specific question was: What factors influence the subjective well-being of people in Stockholm area in November 2007? In order to get an overview and to be able to make a quantitative study five of the six sub-questions (see Method, p 7) were set, and only one was open. In that last open sub-question the respondent could add anything they wanted to describe what affected their mood. Also the scale for answers was set, to make it possible to find correlations between mood and possible underlying factors such as family and friends, physical activity, sleep, inspiration and stress. The results would also make it possible to compare different times of the day and days of the week with self reported mood.

**Method**

**Participants**

Nor the author or the artist had any control over which persons chose to participate in the study. The website was accessible world wide, but the project received most attention in local media, and thereby it was assumed most respondents were to be found around Stockholm. This proved to be right when as many as 70 percent of participants stated they were from...
Stockholm and surrounding areas. Ten percent stated they came from “xxxx”, and nearly five percent from other named places.

Optional information to give in registering to the project was sex and age, and also to fill out the seven sub-questions. Some respondents only clicked once on the symbol for how they felt on that certain day, and chose not to respond to why. In order to do that they did not have to register or leave any personal information. In this study only the ones who answered the sub-questions have been included.

Mean age of participants were according to the web site 34 years of age. That mean relates to all respondents, not only the ones included in this study. We retrieved no separate data about the age of those who registered and answered the sub-questions.

Materials
On the website www.emotionalcities.com the first thing that appeared for visitors was the question How are you today? Those who chose to answer the question did so by choosing one alternative on a seven grade scale, displaying these seven faces:

![Figure 1: The seven faces representing moods on the website](image)

After answering the overarching question visitors could choose to log in or to answer follow up questions anonymously. The follow up questions were as follows, and used the same scale for answers:

- Grade how well you slept last night
- Grade how well your family and friends were in the last 24 hours
- Grade how stressed you have been in the last 24 hours (NB! The red smiley means the least stressed and the purple smiley the most)
- Grade how inspired you have been in the last 24 hours
- Grade how much physical activity you have had in the last 24 hours
- Write down other factors that have affected you

To include the weather factor into the results for comparison data on precipitation and temperature has been obtained from SMHI (the Swedish Meteorological and Hydrological Institute). The authors own diary was also consulted, for special weather features, for example one day had a snow storm, which does not show from only precipitation and temperature data.

Procedure
How are you today? - the question was asked on a website by the artist Erik Krikortz, and anyone with access to the internet could answer it. To be able to log in and be a part of the statistical compilations and calculations done at the site you had to enter a valid email address. A password letting you in on the site was sent to that address. The site contained graphs showing how the people in Stockholm were feeling on a certain day, week, month or during the whole time the project took place. The procedure of required logg in made it possible to see how many members the project had, distribution in age and gender and how many replies the project received on each given day.
Each of the seven levels of well-being was represented by a colour, and a mean for every hour was calculated and displayed as a light in that colour shown on the facades of five very centrally situated buildings in Stockholm.

The artist had previously been part of another interactive light project, which received a good deal of medial attention. For this project he contacted the Department of Psychology on at Stockholm University to find out if there was any interest to commit analyses on the collected data.

The project was officially opened on November 1st 2007 on the Museum of modern art in Stockholm. The artist leading the project spoke about his project and pins were distributed to the visitors. Later on a Facebook-group was created around the project, with the resulting quick spread of knowledge about it.

The Emotional Cities project’s first phase ended in March 2008, to start again on the 1st of November the same year, when nights grew longer again and the colours displayed on the facades could be seen by people on their way to and from work.

Results

Over 20 000 participants answered the main question during the month (table 2). Mean rating on well-being was 4,36 on the seven graded scale. Each of the sub-questions received more than 5 000 answers, all with means exceeding the arithmetic mean on the scale.

Table 2. Number of respondents (N), means (M) and standard deviations (SD) for overall well-being and the six sub-questions.

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>M</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well-being</td>
<td>22 612</td>
<td>4,36</td>
<td>2,016</td>
</tr>
<tr>
<td>Sleep</td>
<td>5 799</td>
<td>4,83</td>
<td>1,784</td>
</tr>
<tr>
<td>Family &amp; friends</td>
<td>5 749</td>
<td>5,19</td>
<td>1,446</td>
</tr>
<tr>
<td>Stress</td>
<td>5 781</td>
<td>4,52</td>
<td>1,824</td>
</tr>
<tr>
<td>Inspiration</td>
<td>5 772</td>
<td>4,51</td>
<td>1,723</td>
</tr>
<tr>
<td>Physical activity</td>
<td>5 773</td>
<td>3,92</td>
<td>1,893</td>
</tr>
<tr>
<td>Other</td>
<td>2 918</td>
<td>4,70</td>
<td>2,279</td>
</tr>
</tbody>
</table>

Highest correlations between self reported well-being and suggested underlying factors were found for inspiration and friends and family (see table 3). Also high in correlations with well-being was the last sub-question, “other”, where people could choose to write what specifically affected their well-being or to leave it blank. Almost ten percent of respondents had filled out the blank space with their own aspects of what affected them. Of those who chose to share their thoughts about this “other”, most – over 500 - mentioned “love” or relations in other words. Second most common was work and weather, followed by health and illness.

Correlations between mood and the fourth question, inspiration, showed to be 0,577, the highest correlation shown for the fixed sub-questions. Even higher correlations were found between mood and the sixth question, where participants were free to bring up other factors affecting their mood.
No significant differences in self-reported mood were found between men and women \( t(10\,923) = -0.666, \ p = 0.505 \). Lowest were the correlations between physical activity and overall mood (table 3). All correlations were found significant. Significant but still relatively low correlations were found for sleep and stress compared to over-all mood.

<table>
<thead>
<tr>
<th>Subquestion</th>
<th>Pearsons correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sleep</td>
<td>0.411</td>
</tr>
<tr>
<td>Family &amp; friends</td>
<td>0.486</td>
</tr>
<tr>
<td>Stress</td>
<td>0.428</td>
</tr>
<tr>
<td>Inspiration</td>
<td>0.577</td>
</tr>
<tr>
<td>Physical activity</td>
<td>0.359</td>
</tr>
<tr>
<td>Other</td>
<td>0.603</td>
</tr>
</tbody>
</table>

Comparing means between days of the week (table 4) will lead to the conclusion that people are most happy, or feel the best, on Sundays (significantly higher, \( p<0.05 \), Scheffé, means than for Tuesdays, Wednesdays, Thursdays and Saturdays), and least happy on Tuesdays (significantly lower means, \( p<0.05 \), Scheffé).

Posthoc tests (Scheffé) indicated significant dips in well-being on two days of the month-basis, on the 13\(^{th}\) and the 22\(^{nd}\) of November (figure 3). Comparing these results to weather reports and news gave no clues as to what the dips depended on. Interesting enough was that in the author’s own calendar was noted a snow storm on the 13\(^{th}\). Unluckily the author was not in Stockholm on the whole week that included the second dip, on the 22\(^{nd}\).
Figure 2 shows numbers of clicks on each level of the scale, with the rating 2 clearly dipping. The higher numbers, 5, 6 and 7 received most clicks, indicating that people in Stockholm felt quite good during November 2007.

Posthoc tests (Scheffé) indicated significant dips in well-being on two days of the month-basis, on the 13th and the 22nd of November (figure 3). Comparing these results to weather reports and news gave no clues as to what the dips depended on. Interestingly enough was that in the author’s own calendar was noted a snow storm on the 13th. Unluckily the author was not in Stockholm on the whole week that included the second dip, on the 22nd.

Figure 2: Frequency of self reported moods over the month.

Figure 3: Means in self-rated well-being between dates of the month.
Discussion

Interpretation and significance of the results
The study showed significant correlations between all the investigated factors and over all well-being.

Alfonso’s table shows results from an American study of correlations between specific areas of life and general life satisfaction. Comparing to Emotional Cities shows similarities, even though the clustering of all complex and interrelated parts of a life was not the same in the two studies. Whereas Alfonso differentiated social life into social, sex, family and relationships Emotional Cities had just one question about social life, and that was “how is your family and your friends?” In Emotional Cities that question does not have the highest correlation with the self-rated well-being, as one would have expected having seen Alfonso’s correlations. This might have to do with the wording; the question is about how family and friends are feeling, not about the respondents’ relation to them.

As mentioned earlier inspiration showed the highest correlation to well-being in Emotional Cities. It does not have any given equivalence in Alfonso’s study. Any of the present variables may inflict inspiration. Second highest correlations were found between well-being and the free variable, the one labelled “other”. Here people could fill in their own reasons for how they felt on day particular day. Most common was the word “love”. Other words often mentioned were sex, work, economy, future, health or lack of health, specified relationships, and weather.

According to a recent Gallup poll (www.gallup.com/poll/107692/) people experience the most enjoyment/happiness when they spend a quarter of their day (6-7 hours) socializing with friends or family. Of those spending 6-7 hours on social time 54% experienced a lot of enjoyment/happiness and only 5% a lot of stress and worry. Of those with no social time, who spent their entire day on their own, only 32% experienced enjoyment and happiness while 27% experienced a lot of stress and worry. Most of the reports of happiness without stress and worry are reported on weekends, with numbers rising from 45% on an average weekday to 57% on an average weekend day reporting feelings of happiness and enjoyment.

The study beforehand supports these findings insofar that Sunday is the day of the week that got the highest average mood reports. The lowest moods are to be found on Tuesdays (table 4). In the Gallup poll there seem to be slight differences in between the different weekdays, with an exception for Friday, that reports more happiness and less stress than other weekdays. Wednesday received a small rise in average stress and worry. The weekend effect on happiness is about twice as large for people working full time, as for those who do not. Gallup is now monitoring how other factors, such as a good night’s sleep, a cold, physical pain or learning, affects the Americans’ lives. In the emotional cities study there were no significant correlations between the quality of sleep and well-being. Physical pain, colds and other physical health indicators were frequently mentioned in the blank field for the respondent’s own notes. Learning was not explicitly mentioned but may be one of defining ingredients in work and school, that were second highest in frequency, only preceded by love and relations, and sharing the second with weather.

Comparing means between days of the month there are significant dips in well-being on two days, i.e. on the 13th and the 22nd. Looking through the newspapers gave no hint as to explain these two dips. Neither did comparing them to weather statistics of precipitation and
temperature. Searching for an explanation the author went through her own calendar for 2007 and found a remark that there was a snow storm on the 13th! The week of the 22nd she was unfortunately not in town and apparently had no notes about the weather.

Following inspiration, how the respondents’ friends and family were feeling and the blanks, which were filled with words concerning love, relations and work had the highest correlations with well-being. The highest correlations can thereby be said to be found between well-being and those factors that have ingredients of eudaimonia in them. Inspiration most likely contains aspects of, conscious or not, strives for ones highest potential. Hopefully, this can also be said about the positive reports mentioning “work” as the main cause for feeling good. In some cases “work” was contrarily mentioned as the main cause for not feeling good. “Love” and the concern about the well-being of friends and family must also be counted as an indicator of eudaimonic happiness, as good relations with other is a key to reaching eudaimonia.

Current weather largely influence if people are in a good or bad mood, and their mood, in the next step accounts to some part for how they evaluate their life as a whole (Schwarz & Strack, 1999). In one survey researchers phoned subjects on rainy days and when the sun was shining, and found that subjects were indeed in a better mood and more satisfied with their lives as a whole when the sun was shining. When researches draw the subjects’ attention to the weather, its effect on mood remained, but not the effect on general life satisfaction.

Weather is, according to how often it was used to explain current well-being, obviously an important factor for feeling good. This may not come as a surprise, since we often talk about weather; it is commonly the first subject to discuss in any conversation. It is a factor that we can hardly affect or even accurately predict, and yet it affects our well-being so much. Is this the same around the world, or is it the unstable, cold and wet weather in Stockholm that makes us extra sensitive? Comparing rates of well-being to weather data showed no correlations. The explanation may be that collectable data, i.e. precipitation and temperature, is not an accurate description of “good” or “bad” weather. For example, a cold day with some rain in the morning may clear up into the most beautiful afternoon sunset or a warm day with no precipitation may still be gray and cloudy and moist enough to suffocate any inspiration.

The study did not include differences in age. Age has a significant affect on the core dimension of psychological well-being as sense of meaning in life and personal growth diminishes by older age (Ryff & Singer, 2006). Other factors, such as environmental mastery, positive relations and autonomy seem to increase by age. What happens to self-acceptance differs according to Ryff & Singers study between men and women. The same study also shows significant differences in mean well-being scores depending on levels of education, where a higher level of education correlates positively between all levels and all core dimensions, except one. After a college education feelings of autonomy do not seem to increase more with higher education. This may or may not generalize into job situations with higher or lower status.

Variables reflecting deeper personality traits such as values, personality, goals, self-narratives and psychological needs were not included in the questionnaire for obvious reasons. The survey was conducted on the internet as a voluntary and fun application, not a deep psychological investigation. It shows no interpersonal differences, only the correlations between means of self-ratings on the given parameters of daily life and self-rated well-being.
This kind of study may have interfered with people’s lives in the way of an eye opener. This was one of the goals of the artist; to make people stop and think about how their friends and family were, and maybe inspire to a telephone call or a visit. I personally think it is of great value to give an opportunity to stop and reflect over what is important to me in my life. The artist behind the project had an underlying thought with the second sub-question, “how are your friends and family?” He wanted to inspire more contacts, to plant the thought of calling, writing to, stop by the significant others that arose in people’s mind with that question.

On the Swedish radio show Philosophical Chamber (Filosofiska rummet, P1, November 25th 2007), about adaptive preferences, discussions between philosophers and psychologists somehow concluded that we choose to be happy with what we have. Is that true? And what is society’s reaction if you are not being happy with what you have? According to my own experience you are then being called restless, hard to please and other judgements with negative connotation.

For further research in this field the author would find it interesting to look into differences in age, marital status, housing and education correlated to appreciation of the different day-to-day factors of well-being examined in this study. Considering inspiration, work and love were given high levels of correlations with well-being, the links between pride and well-being would also form an interesting subject, since it may be one ingredient in these three parameters. Maybe work and love is what gives inspiration?

**Limitations**

The nature of the study implicates some limitations to how deep the subject can be tapped. No psychological background factors have been included, it has not been possible to follow individuals over time, and this was not a longitudinal study. Some respondents may have responded repeatedly even in one day, and others have probably answered only once or twice. The study does not claim to give any biological explanations to feelings of well-being, however interesting that would be, and no cultural differences in how happiness and well-being is experienced. It can rather be seen as a snapshot of well-being among Stockholm-dwellers during one autumn month in the beginning of the third millennium.

**Methodological strengths and limitations**

Self-ratings of state of emotion have been subject to debate among psychologists and others researching subjective experiences. The question of social desirability may skew data towards being higher in rates of happiness than they would be using another method. This would not affect internal relations among data though, such as comparisons between days, genders, times of the day or correlations between over all well-being and higher or lower scores on the seven sub-questions.

There has been no incentive to participate in the study, no reminders or beepers, all participation has been on the participants’ own initiative and has happened whenever he or she felt like it. It has been possible to register multiple values on mood, but not to answer the sub-questions more than once a day. This may be one of many possible explanations to the tenfold higher rate of answers on the main question compared to the sub-questions.

Internal validity in the study was supported by the need for participants to register with their email address and receive a pin code to be able to log in on the web site and participate. The procedure was not water proof against people logging in several times a day, but made it a lot more time consuming. A threat to the intern validity was the lack of frequent users. People
logged in and answered the questions occasionally and not consistently over the period of the project. There may have been biases in the term of people being more apt to answer when in a certain mood, thereby tilting the results towards that mood. For example, social desirability may cause more frequent answers high on well-being, while creating a higher barrier towards revealing lower degrees of content. There was no way for us to control for these losses of information. A beeper system would have reminded and pushed participants to answer independent of their current mood.

Any in-built biases also compromised the extern validity of the survey, as did the demographic profile of the respondents. Mean age of respondents were 34 years old, and a majority of them lived in Stockholm, Sweden. Probably most of them were frequent users of computers and Internet. The relatively young mean age of the respondents may be due to the use of Internet as the tool for the survey. Younger people are more used to and have a higher degree of trust in the Internet, as well as there is a higher degree of use in cities than on the countryside (www.w3c.se, 2003). Generalising the results to other Scandinavian young capital residents should not be too bold, but the question is how far the generalisation can be pushed. People raised in western societies with individual cultures such as Europe and USA tend to focus on other factors in their subjective well-being than do people from more collectively oriented cultures (Fischer, 2006).

The project Emotional Cities can be said to reflect a mix of the three traditional methods of measuring SWB in giving weight to on-line emotions, memories of emotions or cognitive evaluation, in that the questions on the site were very generally formulated. People responded to them from what they read into the questions, and it may have been memories of past emotions as well as current mood or a general valuation of life satisfaction. In their article Kim-Prieto et al (2005) argued that multiple measures best reflects the different involved stages of SWB and that way give greater certainty to findings in the study.
References:


Fredricksson, B. L. (1998). What good are positive emotions? Review of general psychology, 2, 300-319


**Quotes in original language:**

Susanna Jernelöv: *De som får långvariga sömnsvårigheter är ofta de som regerar mest negativt på att vara trötta, de som mår dåligt och känner att humöret påverkas negativt*

Bosse Angelöw: *Vi går mot en friskare, fredligare, givmildare och därmed lyckligare värld.*